

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: David R. Miller, et al.
Title: HOUSEHOLD LEVEL SEGMENTATION
METHOD AND SYSTEM
Appl. No.: 09/872,457
Filing Date: June 1, 2001
Examiner: Corrielus, Jean M.
Art Unit: 2162
Confirmation No.: 3014

AMENDMENT UNDER RULE 1.116

MAIL STOP AF
Commissioner for Patents
P.O. BOX 1450
Alexandria, VA 22313-1450

*OK to enter
per RCE 8-15-07 pay*

Sir:

In response to the Advisory Action dated July 10, 2007, please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.

Do NOT enter / Jm 8-22-07